

News Items of Local Interest

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Bow river at South Camp was put into commission Sunday night.

that "every architect, builder and householder make a thorough study of

boys a short talk which was thoroughly enjoyed by all. The boys

the slyest Win-king, and the nois-
Tal-king.¹⁸

9

to unknown to science. If this is true, we may yet find a way to si-

Among the most nourishing beverages, properly brewed beer ranks with the highest. Scrupulous care in brewing and the finest ingredients contribute to the superior quality of Alberta beers.

AGENTS FOR THE BREWING INDUSTRY OF ALBERTA
DISTRIBUTORS LTD.
PHONE 82 - BASSANO

This Advertisement is not inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

When Buying Was An Experiment

"I'll try a pound of this," said your grandmother, "if you are sure it's fresh."

That was sometime in the second hour of her morning's search for groceries. She went from one open barrel or open box to the next, along an unappetizing row of crackers, teas, cereals, dried fruits, lard and sugar—all in bulk. She shooed the flies away, looked at, touched and tasted each article suspiciously, and finally decided to buy or not to buy, as her judgement directed. She couldn't trust a servant to do it. It was a day's work in itself.

Today, in two minutes, you give the grocer your order. You know that everything you get will be fresh, pure, attractively and cleanly packed. Why? Because you asked for advertised brands.

Advertising has taken hours of hard labor out of every housewife's day, and lines of worry off her forehead. It has made the morning's marketing a matter of certainty instead of guesswork.

Do all of your buying this easier way—
read the advertisements!

**The Call,
Gleichen,
Alberta**

CLASSIFIED ADS



Want a Partner?
Perhaps business is dragging for the want of a helping hand, or a little more capital. Men with money and men with brains read this paper. You can reach them through our Classified Want Ads.

STRAWBERRY PLANTS—Everbearing, Siebert Northern and Mastodon. Delivered in Gleichen \$2.50 per 100. The Lyle Farm, Arrowwood.

Anyone wishing to have graves tidied up see Ed Woods.

The Gleichen Flour Mill

Beau Ideal Flour is becoming more popular every day. Townspeople have been using it almost exclusively ever since the mill opened and it is now being used by nearly every farmer in the Gleichen district. It is also being used to a considerable extent by towns and districts within a radius of forty miles from this centre, and the circle is gradually growing.

This mill is now running twelve hours a day and good milling wheat is being accepted in exchange for mill products.

The price of flour, bran and shorts is invariably based on the price allowed for wheat at the mill.

TRUCKING

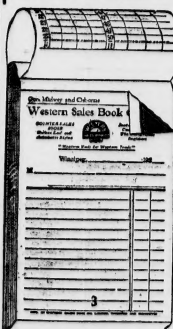
Have you any trucking to do? If so see me for special.

Good mine run coal \$4.75 a ton. Cartage on Indian coal \$1.50 per ton.

I handle Turner Valley gas in any quantity. Drive up to our modern filling station and try it.

Residence Phone No. 13
TED KRAUSE

COUNTER SALES BOOKS



Standard prices ranging from 6 cents a book in lots of 500; 8 1/4 cents a book in lots of 250. Price higher for smaller lots and lower for larger lots. Samples may be seen at

THE GLEICHEN CALL

"Once a Chinaman has grand children he is not permitted to wear white-clothes. The barbers syndicate must have great power in the Flowery Kingdom. Arguing with a woman is like going into a shower bath with an umbrella. What good does it do?"

Town & District

Mrs. J. H. Wilson and daughter, Isabel, entertained recently at tea in honor of Mrs. H. Thomas, who is leaving shortly to reside in England. The afternoon was spent in song contests and Mrs. David McLean told fortunes. The invited guests were: Mrs. Thomas, Mrs. Cook, Mrs. J. Ferguson, Mrs. Goodenham, Dr. Windsor, Miss Le Drew, Mrs. David McLean, Mrs. J. Hatcher, Mrs. W. Harrison, Mrs. T. Bates, Sr., Mrs. Bolinger, Mrs. T. Bates, Jr., Mrs. J. Buckley, Mrs. P. Daw, Mrs. G. W. Evans, Mrs. G. McLean, Mrs. Duncan McLean, Miss M. Ferguson, Miss M. Bolinger, Miss M. McLean, Miss L. Hutchinson and Miss G. Wilson.

Jack Moss who for several years butters warehouse here has been transferred to Nerdge, and left for there last week. With Jack's going the warehouse here is closed. For many years Jack has been keenly interested in sports, especially hockey and after studying year after year reached the goal of his ambition by capturing the intermediate hockey championship of the province last year with his famous team the Gunners, and last winter almost succeeded in repeating the performance. Jack says he will "back next winter and his friends supplement the statement that he will bring a team that will defeat the Gunners. Mrs. Moss and family will remain here for the time being."

Peter Downey who has been attending the University at Edmonton has returned home for the holidays.

With an unusually late start, and with still occasional interruptions in many districts by rain and rather backward weather seeding of wheat has been making slow progress over the greater portion of the province. In some areas there are indications of a serious grasshopper infestation. The provincial department of agriculture is making elaborate plans to handle the situation and have already the organization under way for the poisoning campaign and establishment of mixing stations at various points. The federal officials located in the province will co-operate in the campaign. The arrival of the recent heavy rains with chilly weather has helped to mitigate the situation.

The picture Ben-Hur, was exceptionally well attended Saturday. All in town took in the matinee, thus relieving the seating accommodation to a great extent for the two evening performances, and many extra seats had to be supplied to accommodate the audience. For next Saturday two full length features will be shown: "The Mysterious Rider" from Zane Grey's novel and "Robinson Crusoe" featuring Douglas Fairbanks. There will be a matinee at 2:30 and two showings of the pictures in the evening at 7:30 and 9 p.m.

A few people around town have recently painted their houses and garages. And what a difference a little paint makes to the appearance of a street or lane.

Last Wednesday afternoon a large number of trees were planted at the lake by a silvers' dozen of hole diggers. The town planning commission has drawn up plans for the beautification of the lake and these plans are being followed out. When all the trees and hedges are planted and got a little larger the lake will be a beautiful spot to spend hot afternoons picnicking, swimming, etc.

A real soaker in the shape of rain started to fall Saturday night and fell intermittently until Tuesday noon. This heavy fall of rain will delay seeding for several days. All side roads were turned into a quagmire and many a car that attempted to negotiate them slid into the ditch there to stay until pulled out by horses.

Splinter-proof glass for spectacles is now being made that will resist the impact of the discharge from a shotgun without breaking.

One of the best shipments of live stock to leave Southern Alberta was made up some days ago at Leb-bridge, when 60 head of beef cattle went forward to the British market. The cattle were fed for 120 days on ground wheat, ground fine and hay. Their maximum consumption per head per day was fifteen and half pounds of ground flax, three pounds of ground hay consisting of two-thirds rye grass and one third alfalfa.

UNITED CHURCH

V. M. GILBERT, Minister.
Sunday May 14th, Mother's Day.
11:00 a.m. Church School.
7:30 p.m. worship.
8 p.m. Y. P. S.

Gasoline Oils Greases

Refined gasoline, 62 gravity, drum lots, per gallon 21c.
Turner Valley Naptha, best grade per gal. 19c
Turner Valley Crude per gal. - 18c
Above price includes 6c gasoline tax
Tractor kerosene, 44 gravity, no tax, gal 17c
Enarco and National motor oils and grease

T. Wilson, Phone R203

QUALIFIED WATCHMAKER JEWELLER

Prepared to repair all makes of watches and clocks and Jewellery. ALL WORK GUARANTEED SATISFACTORY, AND DONE AT REASONABLE RATES.

V. HACKWORTH,

GEO. W. EVANS

Undertaker
And Embalmer

MOTOR HEARSE

Artificial wreaths always on hand. Weather does not effect these flowers in any way



Don't look for the impossible in tire values

It Is Still Just As Impossible As Ever To Give Something For Nothing!

But We Are Coming Mighty Close To It With To-Day's Values In GOODYEARS.

Better Come In And See Them—And Have No Later Regrets.

Effective at a height of three miles between 500 and 600 shots a minute—new anti-aircraft machine gun shoots like this.

Order your

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BILL HEADS

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CARDS, ETC., ETC.

from The Call